CAR CULTURE®

CATALOG 1997

DOZENS OF NEW ITEMS!

- Our new 1998 Car Culture Calendar is here on page 3
- Planning a trip? Cruise Route 66 with our maps and guides on page 6
- Beautiful new fine art ties show 'em where your heart is! Page 11
- Lather up with Burma Shave! See page 15.

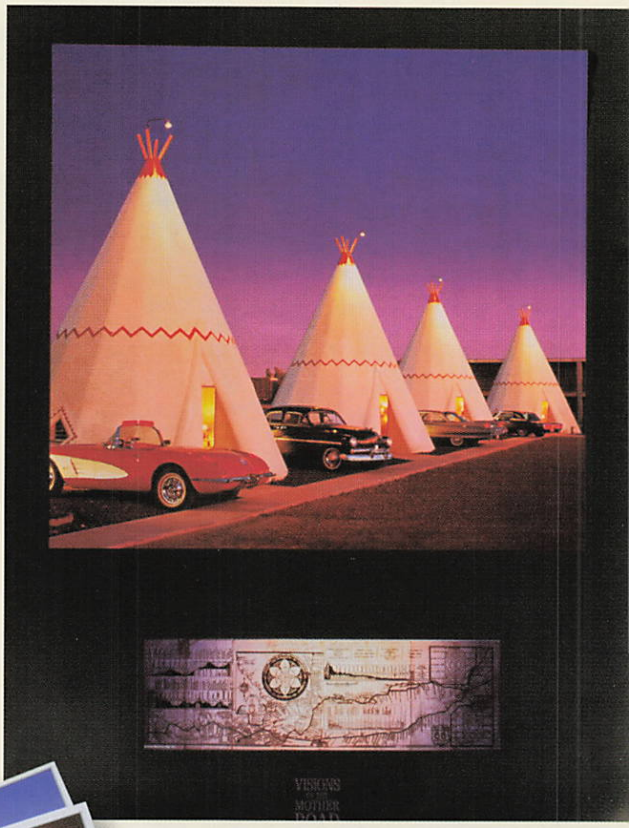
Get Your Kicks on Route 66

Wigwam Motel Poster

Fine art poster by Lucinda Lewis featuring the famed Wigwam Motel as seen on the cover of our 1995 CAR CULTURE Calendar. 24" x 36" printed on heavy paper.

WIGPOST $19.95

(Add $1.00 for S/H per ship address)



Route 66 Postcard Pak

These stunning custom designed postcards feature classic American automobiles at famous Route 66 roadside locations. Spanning all eight states of Route 66, these neon-drenched postcards provide a unique, mini portfolio of America's fabled roadside culture. One dozen 4x6" cards featuring photographs of Lucinda Lewis.

66CARDS $7.95

Dear Enthusiast,
My life has been devoted to classic cars and the adventure of the wide open road. I remember as a child the thrill of a road trip! The wind in our hair, the wonder of the passing scenery, the smell of french fries and popcorn drifting in through the open window, the lonely sound of crickets chirping in unison as we barreled along that glorious highway. No wonder I grew up to become an automotive photographer!

Our shared car culture binds us together, and in the CAR CULTURE Catalog we've tried to distill the essence of the roadside America we've experienced on our travels. If you've shopped with us before, you'll find an expanded array of collectibles, memorabilia and great gift ideas, as well as the practical everyday items that make motoring so much more enjoyable.

Many of our products feature photos from my award-winning portfolio. Of course, I guarantee your complete satisfaction, and if for any reason you're unhappy with your purchase, return it within 30 days for a prompt refund or exchange.

Happy Motoring!

Lucinda L. Lewis

Lucinda L. Lewis
President and owner of Machine Age, Inc.

Cover image: 66 Park-In Theatre in St. Louis, MO

Visit our World Wide Web site at:
http://route66kicks.com

MACHINE AGE

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CALL NOW

1(800)331-1957

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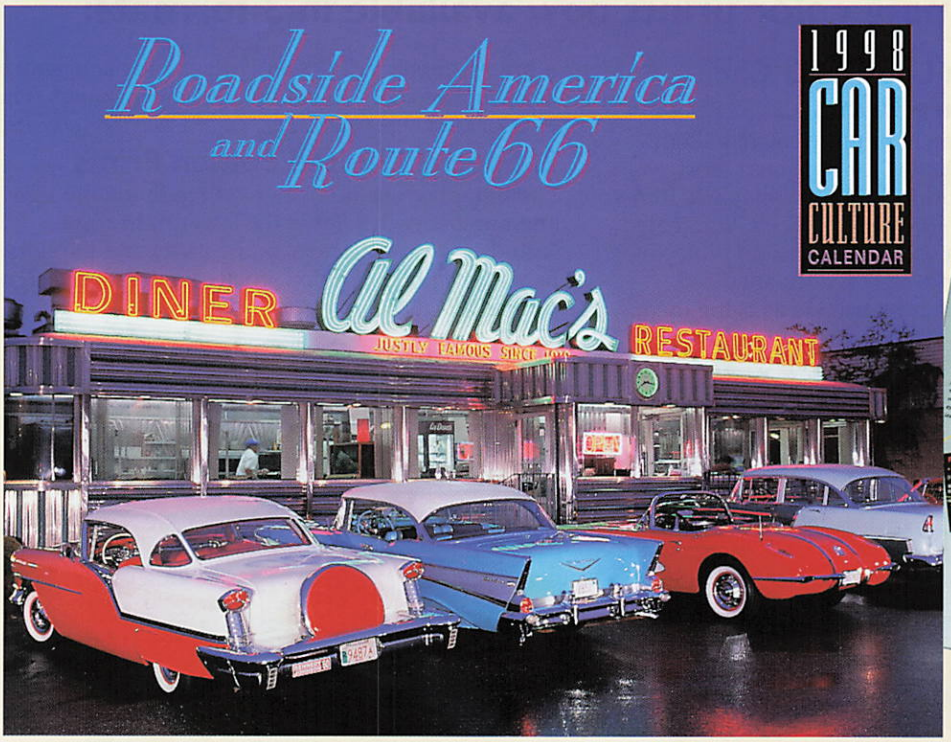


"If you're a Route 66 buff or a fan of Detroit Iron, this may be the way to mark your days during the New Year."
— AutoWeek

"One of the reasons we look forward to the new year is the new Machine Age calendar"
— Muscle Car Review

Roadside America and Route 66

The 1998 Car Culture Calendar doesn't simply entertain, it overwhelms.

Get ready to cruise the U.S.A. with the 1998 CAR CULTURE Calendar. Award-winning photographer Lucinda Lewis takes you on an armchair cruise through a roadside culture that is fading fast from the landscape. Throughout the coming year, you'll travel coast to coast in gleaming American cars from the fifties and sixties.

Your itinerary includes fabled Route 66 and some of the bypassed highways of the Northeastern U.S. You'll savor all the steak you can eat at the Big Texan, pick up a "jackalope curio" at the Jack Rabbit Trading Post in Joseph City, Arizona and visit several fabulous diners saved from extinction. Chock-full of vintage illustrations and roadside trivia, this calendar is one motoring trip you won't want to miss! Supply is strictly limited so order early to insure availability. A big, glossy 16 3/4 x 13 1/2" size!

98CAL $15.95

Great for Gifts!

Order three or more calendars and receive a 5% discount ($15.15 each)

Order five or more calendars and receive a 10% discount ($14.35 each)

BLAST FROM THE PAST:

Collectors! Order past calendars while they last!

1997 Route 66 CAR CULTURE Calendar
97CAL $11.95 - Limited quantities

1996 Route 66 CAR CULTURE Calendar
96CAL $11.95 - SOLD OUT

1995 Route 66 CAR CULTURE Calendar
95CAL - SOLD OUT

1994 CAR CULTURE Calendar
94CAL $6.95 - Fewer than 50 available!

SAVE $ with our Calendar 'n' Tee Combo

Got a friend who loves the open road as much as you do? Here's a great basic gift set that's sure to please! Includes the popular *Roadside America and Route 66 Car Culture Calendar (shown above)*, and your choice of our four cool T-shirts! A $33.90 total value. Choose either: **Wigwam Motel, 66Park-In Theater, Steak 'n' Shake,** or **66 Shield**. *(See page 8 for all 4 Tee designs.)*

66PKG #5 yours for only $27.95!

Neon advertising and signs are a mainstay on Route 66 ...the flashier, the better! This image can be found on our new **Drivin' Route 66 CD-ROM** *on page 6.*

Light up your life with nostalgi

Gleaming color prints now available in 3 formats:

1. Neon Look LED Car Culture Prints

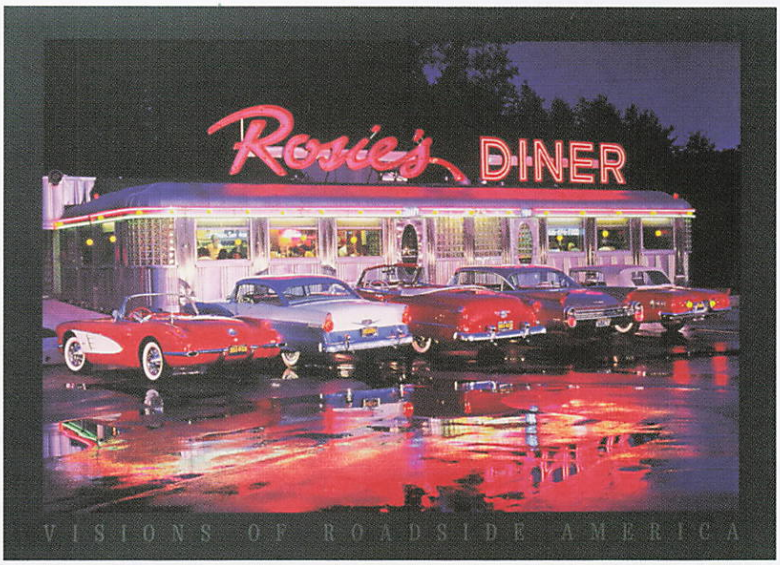
The addition of brightly colored "Light Emitting Diodes" on six of our most popular lithographic prints brings an animated, three dimensional quality to the images. Each illuminated image is coated with a special transparent protective matte, and mounted in a high quality, anodized aluminum frame. It's almost as good as being there. A bright, gorgeous 24" x 36". Ready to hang, and transformers (120v-AC to 12v-DC) are included. *(Please allow an extra week for delivery. Add $5-ship UPS oversize.)*

2. Special Limited Edition Prints

Photographer Lucinda Lewis will individually sign and number each print in the lower right corner. Included is a certificate of authenticity and the story behind the photo. Edition strictly limited to 250 signed prints. 24" x 36"

3. Traditional Car Culture prints

A big 24" x 36" and printed on heavy paper, these Fine Art prints are ready for framing.



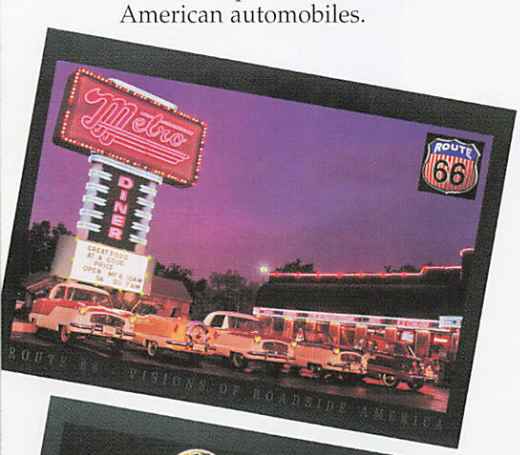
Rosie's Diner Print

Fine art print featuring the popular 1994 CAR CULTURE Calendar cover image of "Rosie's Diner" with an impressive collection of American automobiles.

Rosie's Diner LED print
ROSLED $89.95

Rosie's Diner signed print
ROSSIGN $39.95 *(Add $1 ship)*

Rosie's Diner standard print
ROSPOST $19.95 *(Add $1 ship)*



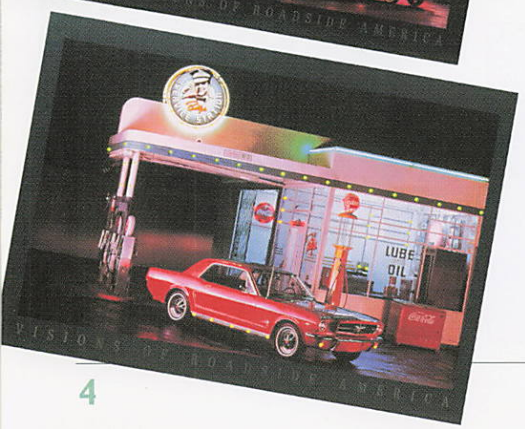
Metro Diner Print

Fine art print featuring a cavalcade of Nash Metropolitans at Tulsa's Metro Diner on Route 66.

Metro Diner LED print
METLED $89.95

Metro Diner signed print
METSIGN $39.95 *(Add $1 ship)*

Metro Diner standard print
METPOST $19.95 *(Add $1 ship)*



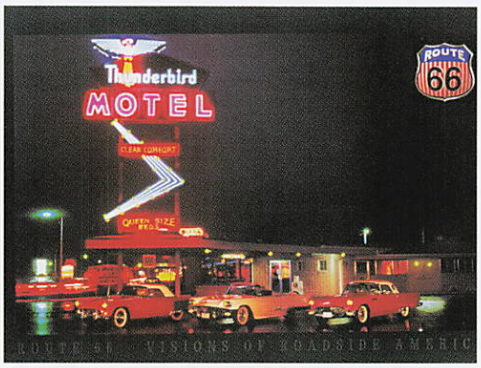
1964 Mustang Print

Features the 1964 1/2 Ford Mustang at a vintage gas station.

1964 Mustang LED print
TANGLED $89.95

1964 Mustang signed print
TANGSIGN $39.95 *(Add $1 ship)*

1964 Mustang standard print
TANGPOST $19.95 *(Add $1 ship)*



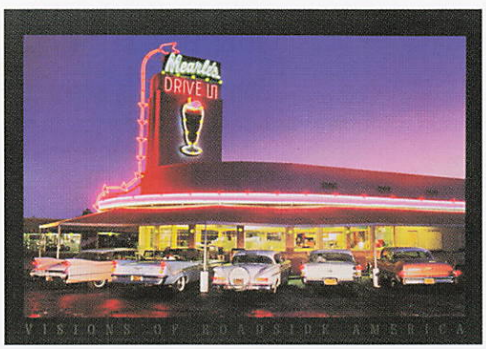
T-Birds at the Thunderbird Motel Print

Direct from Route 66, the Thunderbird Motel in Joplin, Mo., flanked with a trio of classic Thunderbirds.

T-Bird at Thunderbird Motel LED print
TNTLED $89.95

T-Bird at Thunderbird Motel signed print
TNTSIGN $39.95 *(Add $1 ship)*

T-Bird at Thunderbird Motel standard print
TNTPOST $19.95 *(Add $1 ship)*



Mearle's Diner Print

Back by popular demand, we're proud to offer this famous image of Mearle's Diner, complete with a bevy of great 50's finned automobiles.

Mearle's Diner LED print
MERLED $89.95

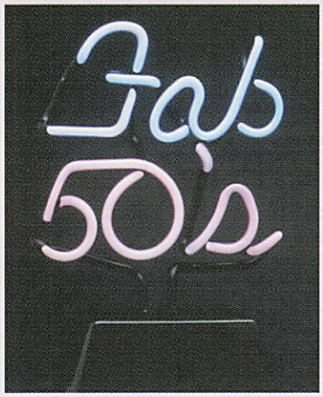
Mearle's Diner signed print
MERLSIGN $39.95 *(Add $1 ship)*

Mearle's Diner standard print
MERLPOST $19.95 *(Add $1 ship)*

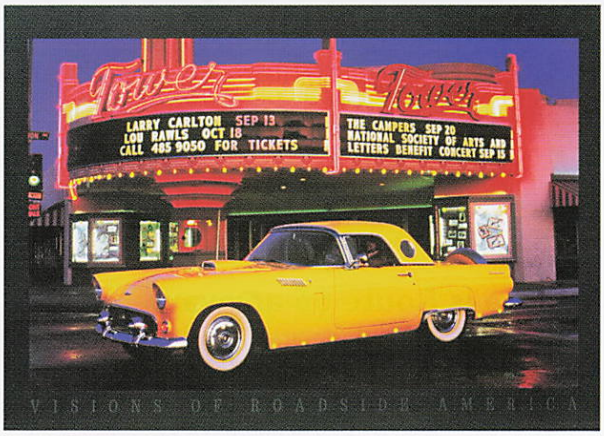
neon and LED

Dazzle your family and guests with Neon Signs

Candy for the Eye! These hand-made table top neon art pieces will add visual excitement to any home or office. Each is 100% hand-made in America by skilled artisans and comes with a limited two year warranty on workmanship. Unlike other light sources, neon can last for decades and consumes as little as 30 watts per piece. Please allow an extra two weeks for delivery. Foreign orders please add $15.00 for 220 volt. Please call or fax for shipping charges outside the U.S.



Bask in the nostalgic glow of this fabulous decade with the **Fab 50's** neon sign. Guaranteed to bring back the memories. Two-color with dimensions of 15"x10", including heavy ceramic base.
NEON50 $199.95


LARRY CARLTON SEP 13
LOU RAWLS OCT 18
CALL 485 9050 FOR TICKETS
THE CAMPERS SEP 20
RATIONAL SOCIETY OF ARTS AND
LETTERS BENEFIT CONCERT SEP 15
VISIONS OF ROADSIDE AMERICA

1956 Thunderbird Print

Features the svelte 1956 Thunderbird cruisin' a classic movie palace, the Tower Theater in Fresno, Ca.

56 T-Bird at Tower Theater LED print
BIRDLED $89.95

56 T-Bird at Tower Theater signed print
BIRDSIGN $39.95 *(Add $1 ship)*

56 T-Bird at Tower Theater standard print
BIRDPOST $19.95 *(Add $1 ship)*

SPECIAL!

Buy 2 or more posters and SAVE!

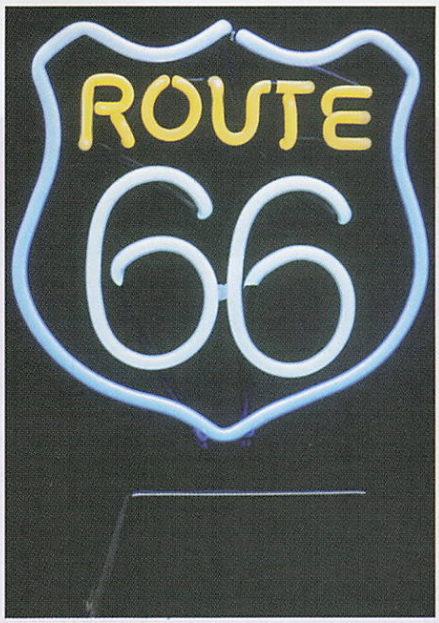
Choose any two standard $19.95 posters
POSTSET1 $ 35.00

Choose any three standard $19.95 posters
POSTSET4 $ 49.95

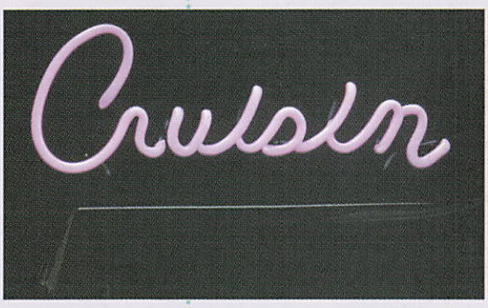
Choose all seven $19.95
POSTSET5 $104.65 (You save $5.00/ poster)

1(800)331-1957

This glowing **Neon Route 66 Shield** will dazzle with three different neon colors and dimensions of 17"x12", including heavy ceramic base. It's a must for any Mother Road enthusiast.
NEON66 $249.95



Bring back memories of rumbling V-8's, the sweet smell of exhaust, and dangling dice in the rearview mirror with this **Cruisin' Neon**. Dimensions are 11"x17", including heavy ceramic base.
NEONCRS $189.95



It's Time To Eat! Let everyone know where the best grub on the highway is with this **Diner Neon** sign. Perfect for any kitchen. Dimensions 10.5"x17", including heavy ceramic base.
NEONDNR $179.95

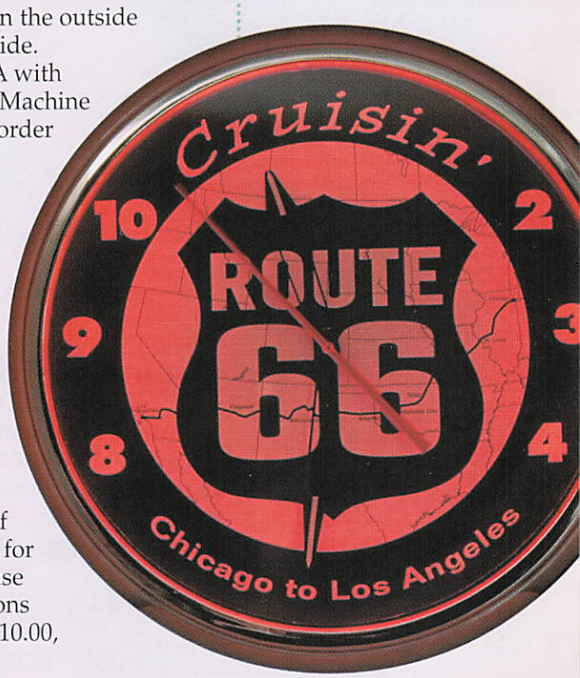
Get Your "Ticks" on Route 66

This classic **Route 66 Neon Clock** melds some of the best elements of vintage American industrial products — a real chrome bezel on the outside and gorgeous red neon on the inside. Completely hand-built in the USA with domestic materials. 110 volts. All Machine Age Route 66 clocks are made to order and drop shipped. One year manufacturer's warranty. Please allow 4 to 6 weeks for delivery.

18" Route 66 Neon Clock
66NEON18 (110 volts) $299.00

NEW SMALLER SIZE!
9" Route 66 Neon Clock
66NEON9 (110 volts) $198.00

NEW! Route 66 Clock for 220 volt for our overseas Enthusiasts!
We now have a 220 volt version of our popular Neon clock available for shipping outside of the U.S. Please specify voltage and hz specifications when ordering; for 220 volt add $10.00, for 50hz add $5.00.



Get Your Kicks on Route

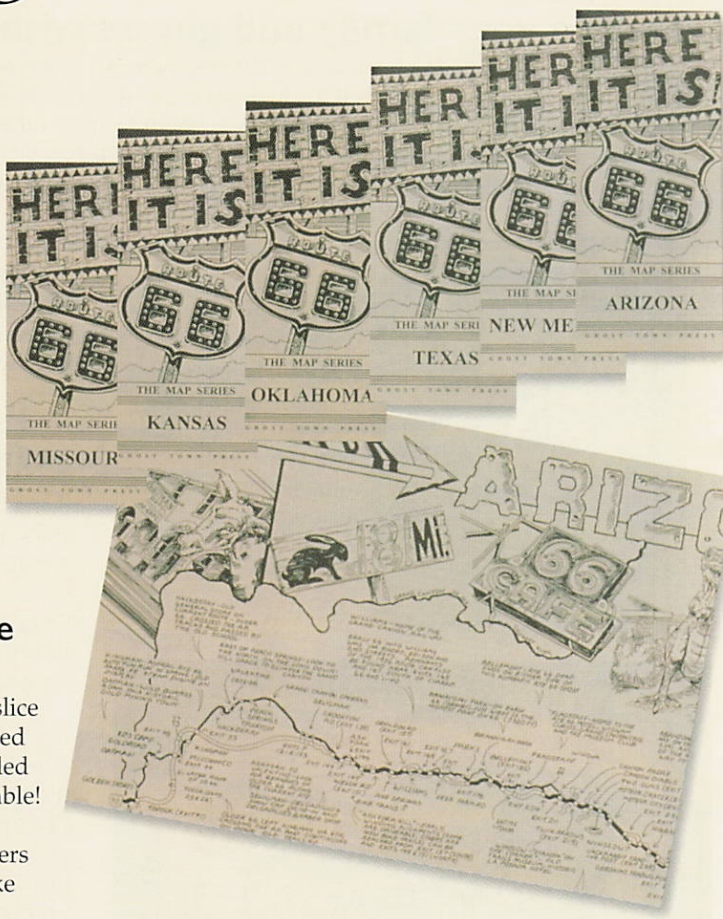
1960 Lincoln Continental Mark V at Trader Vic's in Beverly Hills, California.

What a boat!

"Here It Is" The Route 66 Map Series

Planning a trip on Route 66? You'll need the most extensive Route 66 map series ever produced! Set includes a map of each of the eight states on Route 66, with clear and simple directions to make your journey a pleasurable one. Created by two experienced "Roadies," the detailed sketches and information will guide you to all the great places to see.

GHOSTMAP $14.95



Looking for the perfect cup of coffee?

Or the best slice of pie around? You'll need the most extensive, detailed diner finding maps available! These maps will lead you straight to the greatest diners on the eastern seaboard, like Al Mac's in Fall River, Massachusetts.

Diner Finder Maps

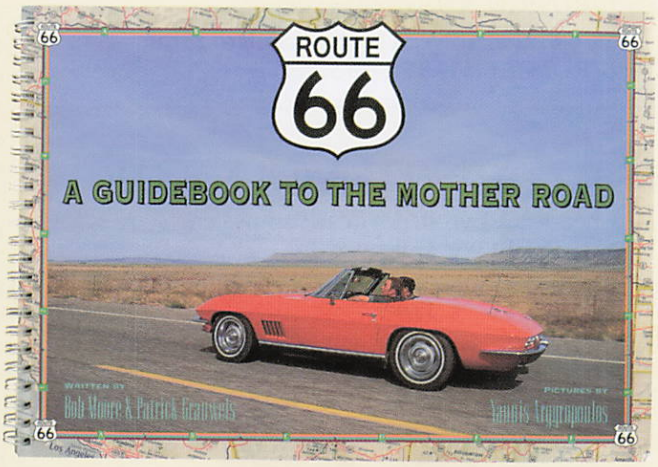
Massachusetts
MASSMAP $5.95

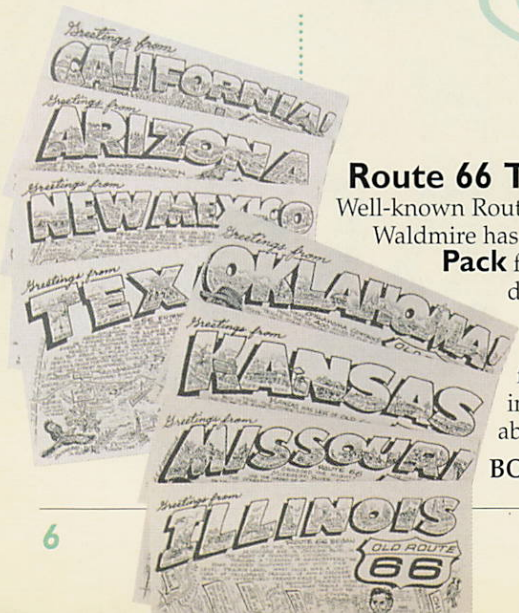
New England
NEWMAP $5.95

Where is Route 66 anyway?

The best book for exploring Route 66 today is **Route 66: A guidebook to the Mother Road** by Bob Moore and Patrick Grauwels. Main Street America comes alive in this delightful and nostalgic documentation of sights, sounds, people & places on Route 66. Provides both the active and armchair traveler with the information necessary to follow Route 66 as it exists today. Includes odometer readings for the journey as well as local radio stations. Don't leave home without it! Paperback.

66GUIDE $19.95



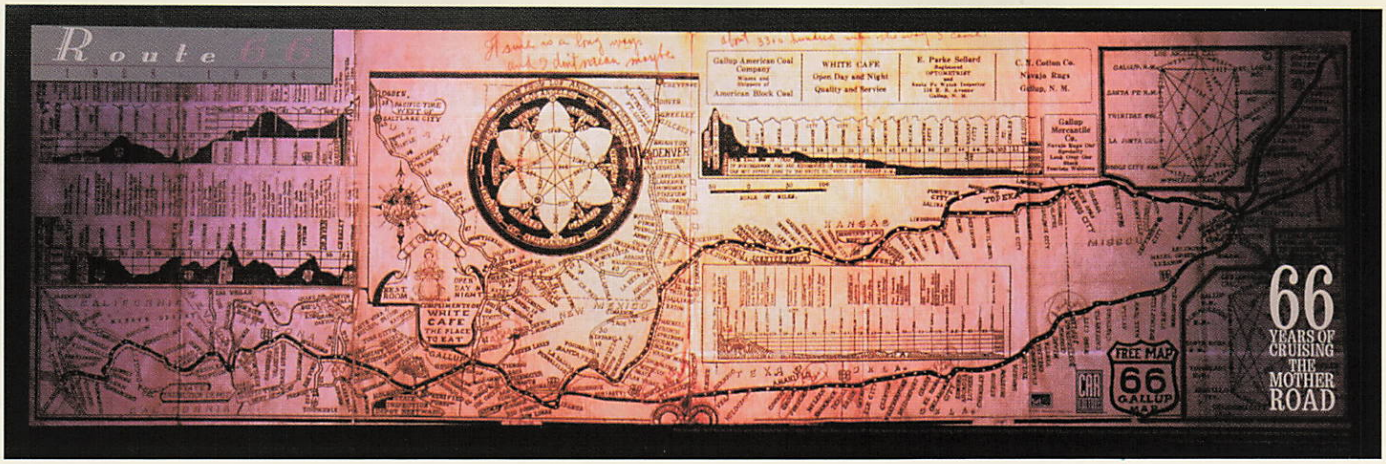


Route 66 Trivia Galore!

Well-known Route 66 artist and celebrity Bob Waldmire has put together a **43 Postcard Pack** featuring his pen and ink drawings of old Route 66 scenes. All eight states are represented in this set of 4x6" cards, each featuring loads of historic information and natural history about the location shown.

BOBCARD $12.95

66!



1928 Map Poster of Route 66

This nostalgic poster was created from a beautifully drawn authentic 1928 Route 66 map sent to us by Mr. J. Nagy, Jr. of South Bend, Indiana. Mr. Nagy picked up the map while hitchhiking across the country in 1930. Along the bottom of the map we have transcribed part of the letter he wrote to us about his long journey to Los Angeles. Totally unique, this heavyweight poster measures 12 x 36".

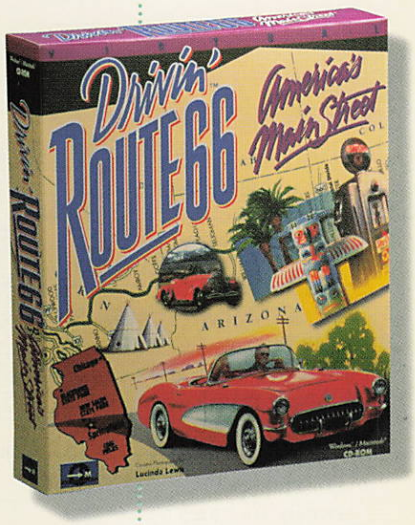
66MAP $14.95

(Add $1.00 for S/H per shipping address)

Shun the rays of the sun in style with this NEW **Route 66 Baseball Cap**. Made from high quality brushed cotton and displaying the 66 Shield, this cap will bring the old road to life. This sleek black, low profile, snug fitting cap with slide adjustment is perfect for any cruise, especially with the top down.

66BBCAP $18.95

Take a virtual roadtrip down the Mother Road with the Drivin' Route 66 CD-ROM



Now your home computer becomes a travel guide, historian and colorful picture show with this amazing Drivin' Route 66 CD-ROM. If you're a fan of photographer Lucinda Lewis, you'll love this unique opportunity to explore the back roads and highways you love.

The CD-ROM includes a Trip Planner, containing information on tourist attractions, motels, and restaurants, helping you to make detailed plans for your vacation days along the highway. Color coded maps and voice-overs add to the attractions. Try "Cruise Control," a 15 minute, TV style documentary of the magic journey from Chicago to Santa Monica. We heartily recommend this fascinating product for 66 aficionados and car buffs alike.

DRIVECD $24.95

It's easy to point at screen icons of stops along the way and view information about locations,motels, restaurants and attractions that make Route 66 such an exciting place to explore — from your chair or from behind the wheel!

TRIP PLANNER
HOLBROOK
Sleeps:
Route 66 Motels • Route 66 winds through town and sports a large number of motels, some of them dating back to Route 66 days. On the west side of town are the older looking establishments like the Wigwam Motel, the Royal Sand & Sun, and the Golden Inn.
Wigwam Motel • 800 W. Hopi Dr., tel• 602- 524-3048
Rainbow Inn • 2211 E. Navajo Blvd., tel• 602-524-2654, 800-551-1923
PREVIOUS SITE
NEXT SITE
ADD THIS
PRINT
DONE
EXIT
ARIZONA
66

Drivin' Route 66 CD-ROM takes you on a tour from Chicago to LA in a colorful, multimedia environment.

Vintage Driving Goggles

A must have item for open car or motorcycle drivers, this classic style goggle was designed and perfected during the heroic "Battle of Britain". They continue to provide comfort, style and protection for pilots of the road. Produced in Great Britain, they are constructed with soft hand stitched leather and feature high quality brass frame trim with nose adjustment. The split lens offers a wide visual angle. The lenses are made from triplex laminated safety glass. Frame louvers reduce misting. Too cool for words!

GOGGLE $69.95

Collectibles and wearables

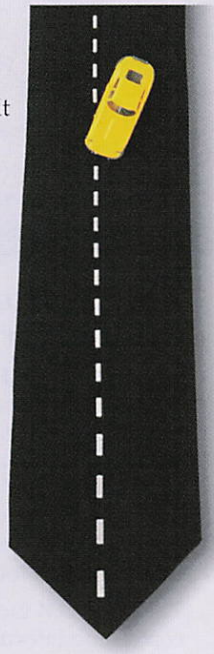
Travel Novelty Ties

1963 Chevrolet Corvette on Route 66 east of Santa Rosa, NM.

Road Tie by Noel Strand

Feel like burning up the road? Well then hit the black top with Noel Strand's Road Tie. Please remember to buckle up, obey the speed limit, and keep an eye out for the fashion police. Includes a large car tie tack that will catch the eye of any road enthusiast.

RDTIE $35.95



Linnea Pergola Ties

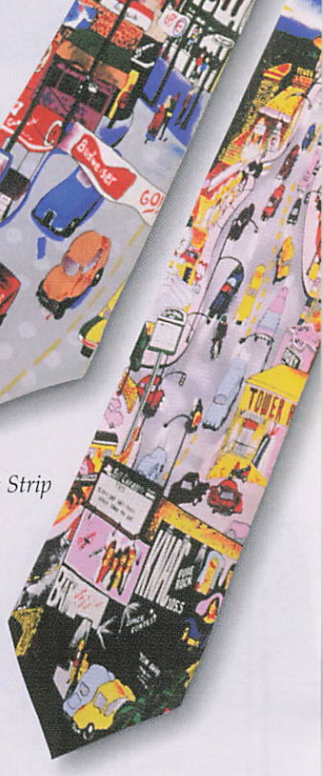
Famous artist Linnea Pergola offers her interpretation of Route 66's giant gateway cities — Chicago and L.A. The *Wrigley Field* and *Sunset over Sunset* ties feature images of the hottest spots in both metropolises. 100% silk.

A. Wrigley Field
WRGTIE $39.95

B. Sunset over Sunset
SUNTIE $39.95

A. *Wrigley Field*

B. *Sunset Strip*

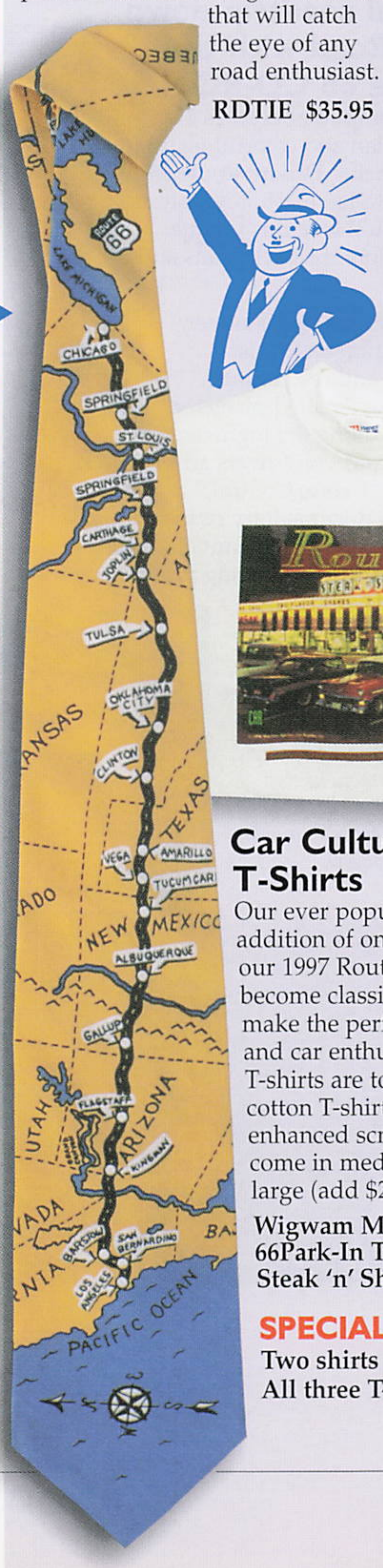


Colorful car and trailer tie tack is detailed to the max!

Route 66 Tie by Noel Strand

Wear the Mother Road! This 66-Tie by artist Noel Strand takes you from Chicago to L.A. stopping along every major stop in between. Includes a car and trailer tie tack. Crafted in 100% silk.

66TIE $39.95



A word from tie designer Noel Strand:

My love for the road grew out of childhood vacations in the family station wagon, and those memories are the inspiration for these neckties.

Car Culture T-Shirts

Our ever popular T-shirts are back with the addition of one new design from the cover of our 1997 Route 66 Calendar. Destined to become classics, these sensational T-shirts make the perfect gift for Route 66 aficionados and car enthusiasts alike. All Car Culture T-shirts are top quality, pre-shrunk 100% cotton T-shirts utilizing the latest computer enhanced screen-printing technology. They come in medium, large, X-large and XX-large (add $2.00). Choose either:

Wigwam Motel	TWIG	$17.95 each
66Park-In Theater	T66TH	$17.95 each
Steak 'n' Shake	TSTEAK	$17.95 each

SPECIAL OFFER!

Two shirts for	TSET1	$29.95
All three T-shirts	TSET2	$39.95

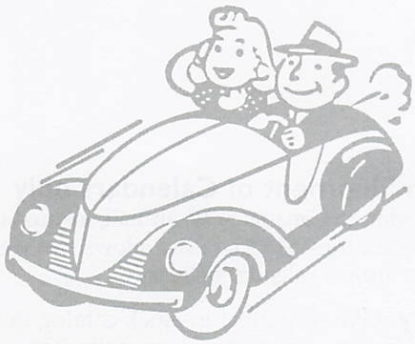
NEW! Route 66 Shield T-Shirt

This T-shirt is emblazoned with a custom Route 66 shield and puts you in good company with all the other Route 66 devotees. The red, white and blue shield is printed on the back of the 100% cotton shirt. Available in large, X-large and XX-large ($2.00 extra).

TSHLD $17.95

Your satisfaction is 100% Guaranteed!

We guarantee your complete satisfaction... no matter what! You may return any purchase for any reason, no questions asked!



"Route 66" Collectible 70th Anniversary Products

Yes, it's true; Route 66 celebrates it's 70th anniversary in 1997!

This is the ideal opportunity for fans of The Mother Road to assemble their official 70th anniversary tableware. Collect all five diner items to complete the set!

66 Salt & Pepper Shakers

Park yourself alongside these illuminated Route 66 Salt & Pepper Shakers. The gas pump shakers are replicas of old-time filling station pumps. The lighted shield on the base requires two AAA batteries.

SHAKERS $19.95

66 Straw Dispenser

Complete the Route 66 70th Anniversary set with this authentic diner straw holder. Decorated with the 66 shield, it features a map of the Mother Road, and lists all the cities along the route. The 66 Straw Dispenser is constructed of glass and chrome and comes with 25 straws to get you started on the sodas and malts. Stands 11" tall.

STRWDISP $24.95

CAR CULTURE® CATALOG 1997

66 License Plate

Celebrate the 70th Anniversary with this collectors license plate. Made from high quality metal, and displaying the shield and anniversary banner, this plate will add the finishing touch to any cruisn' vessel. Black and off white, it fits any standard frame.

PLATE $4.95

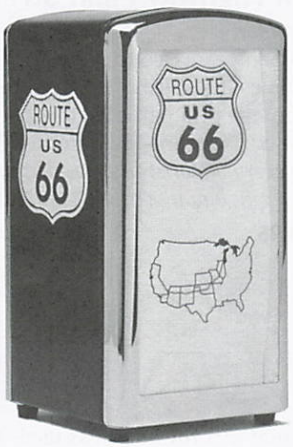
CALL NOW

1(800)331-1957

66 Napkin Dispenser

This classic napkin dispenser is constructed of solid steel with black and chrome accents. It displays the Route 66 Shield and can hold 100 of the 70th anniversary napkins. Skid resistant rubber will keep it in place on the diner table.

NAPDISP $24.95



66 Napkins Refill

(not shown)

Package of 100 70th Anniversary napkins, displaying the shield and map of the Route 66 from Chicago to LA.

NAPKIN $4.95

NEW!

Route 66 Diner Mug

These heavy ceramic diner mugs features our classic red, white and blue Route 66 logo. This special shield, developed for Car Culture, reminds you of America's great highway while savoring that perfect cup o'Joe.

DNRMUG $8.95

Welcome to The Car Culture Catalog

1(800)331-1957

Want to send a Gift from the Car Culture Catalog?

Most of your friends would probably love a gift from Route 66! So we've included a space on our order form for you to indicate if we should send an item to a gift recipient.

Please mark the "Ship to Different Address" column next to the item you are ordering as a gift. Then print the gift recipient's name, address (no P.O. boxes please) and telephone number in the area on the order form below your name.

Your friend will receive the gift with a note inside the package indicating who their special sender was. And remember, if you have any questions, call us at 1(800) 331-1957. We're happy to help!

Product prices subject to change without notice. Your phone sales consultant will inform you of any change.

Order by Phone:

Call Toll Free! Please dial 1(800)331-1957, ext. #1, 24 hours a day seven days a week. Please have your credit card and your order information ready at time of call.

By Mail or Fax

Complete the original or a copy of the order form provided along with a check, money order or credit card information. To fax an order please dial (702) 263-4253. PLEASE DO NOT SEND CASH.

We ship Worldwide!

U.S. SHIPPING/HANDLING PER ADDRESS

Subtotal amount	Standard Delivery
$ 0 - $ 34.99	$ 5.95
$ 35.00 - $ 49.99	$ 7.95
$ 50.00 - $ 74.99	$ 9.95
$ 75.00 - $ 99.99	$11.95
$100.00 - $149.99	$13.95
$150.00 - $199.99	$16.95
$200.00 - $249.99	$19.95
Over $250.00	8% of order amount

No Post Office Boxes, please.

Foreign Shipping Foreign orders please fax us at (702) 263-4253, to receive specific shipping costs. We will be happy to give you total costs before shipping.

Foreign Shipment of Calendars only

One Calendar to Canada: $7.95 airmail, insured to European countries: $16.95. Please allows two weeks for foreign airmail calendar delivery.

Delivery We ship most in-stock catalog items within 48 hours. Some of our specialty items are custom made to order and do take longer. These items are marked in the catalog. You will be notified if an item is temporarily out of stock when you place your order, or by mail. Your credit card will not be charged until your order is shipped. Please allow 7 - 10 business days for regular delivery.

Overnight and Second Day Delivery

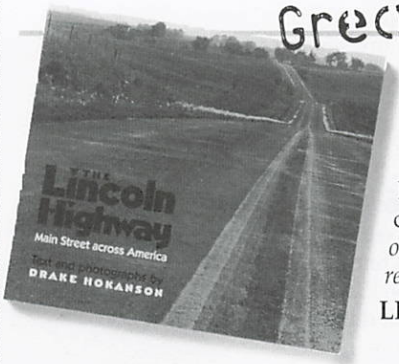
are available for all in-stock items. Please phone 1(800)331-1957 ext. 2 for product availability and shipping quote.

Your satisfaction is 100% Guaranteed!

We guarantee your complete satisfaction... no matter what! You may return any purchase for any reason within 30 days, no questions asked!

MACHINE AGE, INC.
7231 S. Eastern Ave., Suite B190
Las Vegas NV 89119
PHONE (702)263-4093
FAX (702)263-4253

Great Gift Idea...



The Lincoln Highway Main Street Across America

by Drake Hokanson

Stretching from San Francisco to New York City, this 3,400 mile highway symbolizes the spirit of endurance as well as dreams. Enriched with vintage photographs, this book traces the history and course of the first transcontinental automobile road. *"This book should be owned and read by every motorist who has driven across the U.S....If you don't receive this book as a gift, buy it yourself."* — Autoweek. *Paperback.*

LINCOLN **$24.95**

And speaking of gifts...

The Car Culture Calendar makes a great promotional gift for business use! Your customers and clients will revel in month after month of spectacular photos and vintage illustrations.

To order custom imprinted quantities of this magnificent year-long tribute to the Mother Road, featuring your company name, logo, and phone number, call **1-800-331-1957, ext. 2.**

CAR CULTURE® CATALOG 1997

It's easy to order!

1. Call **1-800-331-1957**, or...
2. FAX this form to 702-263-4253, or...
3. Return this form by mail to Machine Age, Inc. 7231 S. Eastern Ave., Suite B190, Las Vegas NV 89119

Your name_____

Address_____

City_____State_____ZIP_____

Want to send a Gift?

Please mark the Ship to Different Address column next to the item you are ordering as a gift. Then write the gift recipient's name, address (no P.O. boxes please) and telephone number in the space to the right of these instructions.

Gift recipient's name_____

Address_____

City_____State_____ZIP_____

PAGE NUM.	QTY.	ITEM NUM.	DESCRIPTION	SIZE	UNIT PRICE	TOTAL PRICE	SHIP TO DIFF. ADDRESS?

◀ Detach here and mail or fax today. ◀

METHOD OF PAYMENT

❑ Check or Money Order enclosed for $_____.
(Please make payable to MACHINE AGE)

Please Charge my ❑ VISA ❑ MasterCard ❑ American Express Card ❑ DISCOVER

Card No.:

Signature ✔_____ Exp. Date ___ / ___

Daytime phone: (_____)_____
(for customer service purposes only)

SUBTOTAL	
CA residents add 8.25% state sales tax, NV residents add 7%	
Shipping and handling (See chart)	
Add $4.95 handling for additional Ship-to Addresses	
Poster Special shipping and handling: add $1.00 per poster	
Rush Delivery Call 1-800-331-1957, ext. 2 for quote	
U.S. Currency Only **ORDER TOTAL $**	

MAIL PREFERENCE: From time to time, we make our mailing list available to other reputable corporations whose products might be valuable to you. If you would rather not receive such mailings, please check here:
❑ Please do not make my name available to other companies

U.S. Shipping/Handling per Address

Subtotal amount	Standard Delivery	Subtotal amount	Standard Delivery
$ 0 - $ 34.99	$ 5.95	$100.00 - $149.99	$13.95
$ 35.00 - $ 49.99	$ 7.95	$150.00- $199.99	$16.95
$ 50.00 - $ 74.99	$ 9.95	$200.00 - $249.99	$19.95
$ 75.00 - $ 99.99	$ 11.95	Over $250.00	8% of total

Share Route 66 with a friend!

If you have friends and fellow enthusiasts who would enjoy the Car Culture Catalog, write their names below:

Name _____ Name _____

Address _____ Address _____

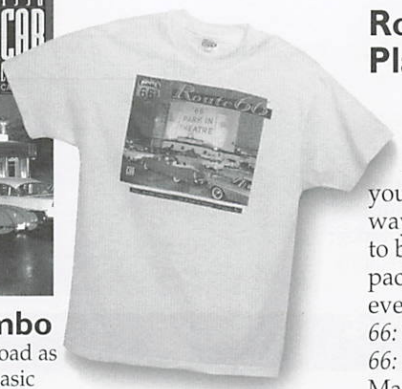
City _____ City _____

State_____Zip_____ State_____Zip_____

Happy Motoring!

CODE = 98CAL

Perfect packages for the Car Culture fan!



Calendar 'n' Tee Combo

Got a friend who loves the open road as much as you do? Here's a great basic gift set that's sure to please! Includes the popular *Roadside America and Route 66 Car Culture Calendar*, and your choice of T-shirts! A $33.90 total value.

1998 CAR CULTURE Calendar

Award-winning photographer Lucinda Lewis takes you on an armchair cruise through a roadside culture that is fading fast from the landscape. Your itinerary includes fabled Route 66 and some of the bypassed highways of the Northeastern U.S. A big glossy 16 3/4 x 13 1/2" A $15.95 value. *(See page 3)*

Car Culture T-Shirts

Quality, pre-shrunk 100% cotton T-shirts utilizing the latest computer enhanced screen-printing technology to display sensational Car Culture imagery. A $17.95 value. They come in medium, large, and X-large. XX-large, please add $2.00. Choose either: **Wigwam Motel, 66Park-In Theater, Steak 'n' Shake,** or **66 Shield**. *(See page 8)*

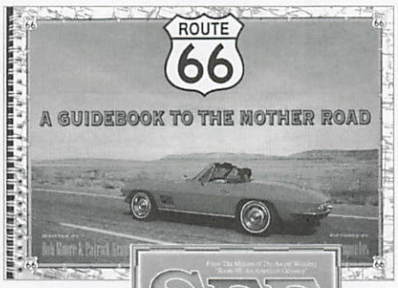
66PKG5 yours for only $27.95!

A Great Gift for Dad!
Novelty Tie Package

These Car Culture ties are truly memorable and among our most popular items! See them on page 8 of this catalog! Choose any two from our Linnea Pergola or our Noel Strand Ties. Up to a $79.90 value, you save almost $15!

TIEPKG $64.95

Route 66 Trip Planner Package
SAVE over 15%!



Planning the trip of your dreams? The best way to get your kicks is to be prepared...and this package gives you everything you need. Includes *Route 66: Guide Book to the Mother Road*, *See 66: A Video Postcard*, The Route 66 Map Set, and the new Route 66 Baseball Cap. A $58.85 total value. *(See page 8/9 and page 12/13)*

TRVLPKG only $49.95

The Computer Buff's Route 66 Trip Planner Package

If you have a computer CD with Windows™, or a MAC, this is the package for you! It features our incomparable Route 66 Driving CD-ROM, a dazzling compendium of the places, people and sounds of Route 66. Also includes the The Route 66 Map Set , and the new Route 66 Baseball Cap. A $58.85 total value...You SAVE almost $10! *(See pages 8/9 and 12/13)*

CTRVLPKG only $49.95

Poster Sets

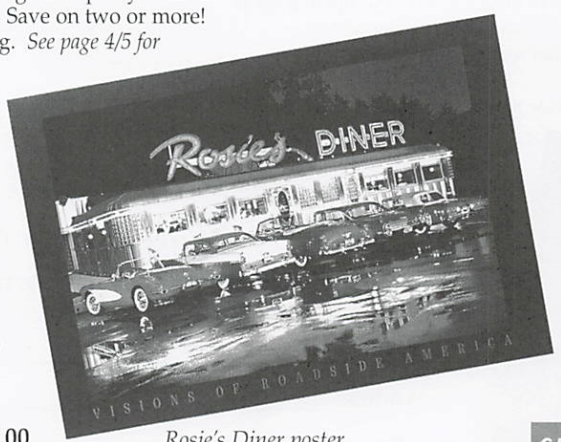
These big, glossy posters by Lucinda Lewis brighten up any room in your home -- so why not get more than one? Save on two or more! 24" x 36" on heavy paper, suitable for framing. *See page 4/5 for color renditions!* Reg. $19. 95 each.

Rosie's Diner	ROSPOST
Metro Diner	METPOST
1964 Mustang	TANGPOST
T-Birds at the Thunderbird	
Motel	TNTPOST
Mearle's Diner	MERLPOST
1956 Thunderbird	BIRDPOST
Wigwam Motel	WIGPOST

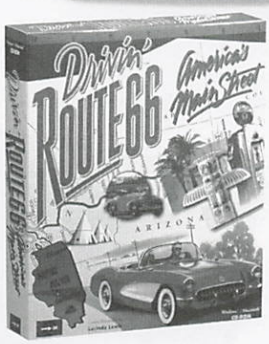
(Wigwam Motel poster: see page 2/3 for color rendition)

SETS:

Choose any two:	POSTSET1	$35.00
Choose any three:	POSTSET4	$49.95
Choose all seven:	POSTSET5	$104.65



Rosie's Diner poster



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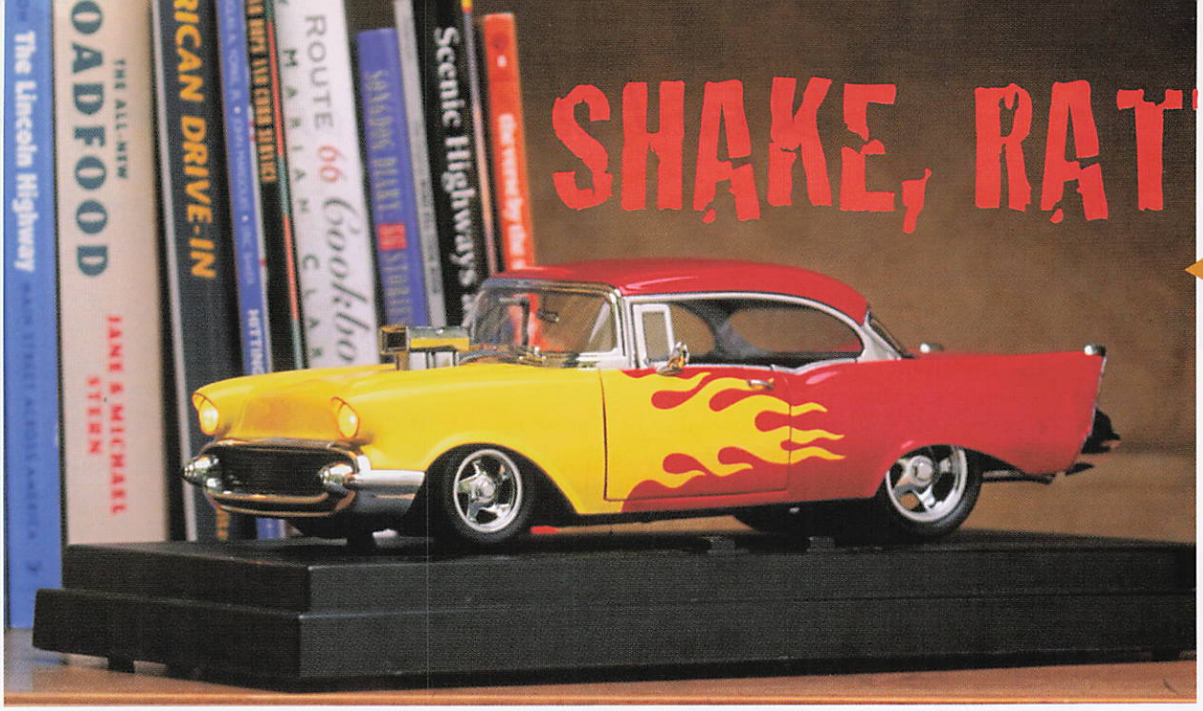
SHAKE, RATTLE...



57 Chevy Bel Air Street Machine

You'll really be shakin' with the interactive special options on this 1957 Hot Rod. One button on the base releases the desk-shaking Supercharged Big Block engine, the other lights the electrical system with working head and tail lights. If that's still not enough, pump the horn to get the slow pokes out of the way. This flamed hot rod comes ready to operate and is permantly mounted on a base. We were rolling on the floor when we first took this baby for a test ride!

RUMBL57 $49.95

...AND ROLL!

Die Cast Classic American Cars actually roll!

These GIANT 1/18 scale die-cast replicas of classic American cars are just like the real thing without the sticker shock. Own one to commemorate your favorite car from days gone by or give one as a gift to a real car culture enthusiast. Each model has moving doors, hoods, wheels and bases and is approximately 5" high and 10" long. Let's get ready to rumble!

SPECIAL OFFER!
Collect all three at once and SAVE over 10%!

ROLL3
Now only $89.95

55 Chevrolet Cameo

This was Chevy's top of the line pickup for 1957. Although handsomely styled, what really sets it apart is its smooth sided fender-less truck bed, which is unique for the time. This contributes to the Cameo's strikingly modern appearance. In Bombay Ivory with red trim.

CAMEO $34.95

55 Chevrolet Bel Air

The year 1955 brought car crazy Americans a marvelous gift — the arrival of Chevrolet's first V-8 in an all-new body style. It was a favorite then and still is today! This beautiful red and white American icon will bring you back to an era of performance and style.

55ERTBEL $34.95

The Duece

The 1932 Ford Model A was a favorite with hot rodders across America. This affordable Ford was chopped and lowered to create a stunning street sensation. *Va Va Va Voom!*

DUECE $34.95

Route 66 Watches offer a timely reminder of your favorite road.

Get your "Ticks" on Route 66 with these unique watches. These special timepieces are extremely collectible...you'll want to own them both. Quartz movement by Citizen with a 10 year guarantee.

Cities on Route 66

14K gold tone case with leather strap.

CITYWAT $45.95

66 Shield watch

Black leather band with a chrome casing.

SHLDWAT $45.95

CALL NOW

1(800)331-1957

Limited Editions for your

1958 Ford Fairlane Skyliner Retractable at the El Vado Motel in Albuquerque, NM.

Hand-Signed Collectible Color Prints capture a piece of American Folklore.

These ready-to-frame prints by roadside artist Warren H. Anderson are destined to become a cherished part of any nostalgic art collection. Mr. Anderson is the author of "Vanishing Roadside America" a book documenting signs and objects related to motoring along vintage two-lane highways. Each hand-signed print depicting scenes from Roadside America measures 11"x7" and is mounted on a 16"x12" high-quality mat board.

A. Phillips 66 Sign
PHL66PRNT $24.95

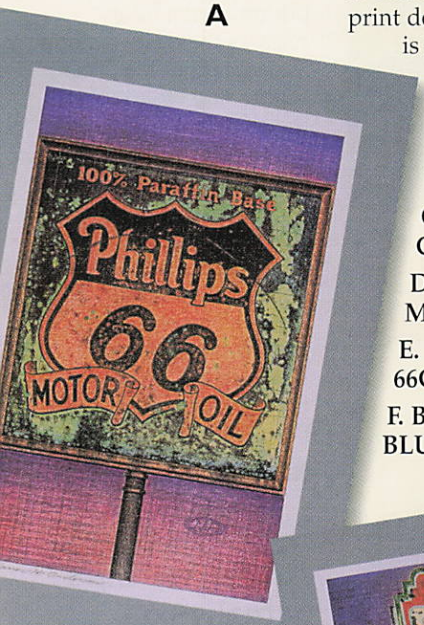
B. Highway 66 Drive-In
EATPRNT $24.95

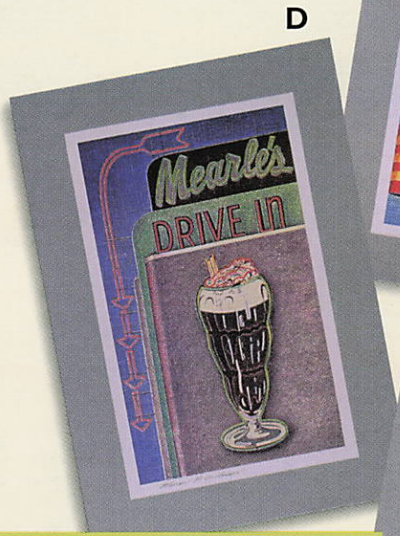
C. Clipper Diner
CLIPRPRNT $24.95

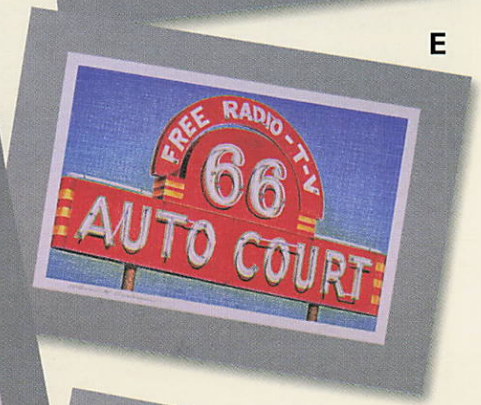
D. Mearle's Drive-In
MERLPRNT $ 24.95

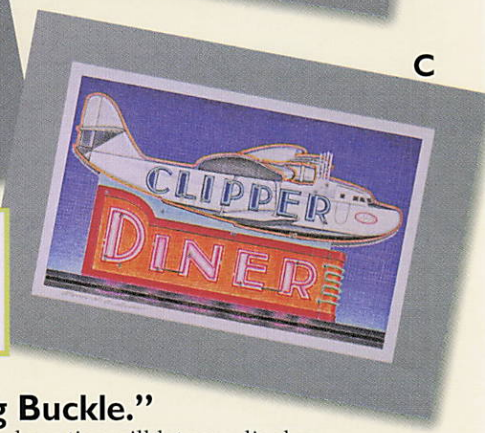
E. 66 Auto Court
66CTPRNT $24.95

F. Blue Swallow Motel
BLUSWL $24.95









SPECIAL OFFER:

Choose any three Anderson prints $ 67.95
All six Anderson prints $124.95

"The World's Best Selling Buckle."

These solid, hand-crafted, 100% pewter beauties will let you display your enthusiasm for America and the cars that cruise it. All styles have a brilliant baked enamel finish and come with a lifetime guarantee. Don't Be SeenWithout One! Optional belt is 100% Leather. Please specify your waist size: (32-36) = M, (36-40)= L, (40-44)= XL

Collectible Buckles $15.95
Collectible Buckles with belt $29.95

TANGBUC

FORDBUC

TBRDBUC

AMRCLS(55,56,57)

66SHDBUC
Shown with optional black leather belt

55CHVBUC

GENCHV

57CHVBUC

VETTBUC

PONTBUC

Car Culture collection

Robert Talbott Limited Edition Neck Wear by John Francis Marsh

Robert Talbott has commissioned a series of paintings by John Francis Marsh to celebrate the centennial year of the automobile as well as Talbott's commitment to the Pebble Beach Concourse D'Elegance. A superb automobile, like all of the finer things in life, is set apart by the same qualities one finds in a Robert Talbott necktie: Elegant design, skilled craftsmanship and a generous use of the most luxurious materials available. 100% silk. Color combinations as shown.

Sunday Afternoon I

1932 Duesenberg — Unparalleled in luxury and engineering sophistication, this custom coach built 1932 Duesenberg was the last vestige of wealthy and glamorous 1920's society, suddenly plunged into the throes of The Great Depression. A symbol of wealth and power, celebrities and royalty alike chose the Duesenberg for its impressive presence and hand craftsmanship that rivaled and even surpassed many of Europe's great custom coach builders.

DUESTIE $84.95

Review

1940 Lincoln —- The Lincoln Continental was the first mass-produced "sports car" — if one were to define sports car by its speed. This beautifully executed Mark I Cabriolet, powered by a beefed-up V-12 engine, also symbolized America's triumph over the lingering austerity of the depression years.

LNCLNTIE $84.95

The Hike

1952 Volkswagen Beetle — After WWII, automobile design changed direction yet again. By providing affordable, reliable, personal transportation in a simple and aesthetically pleasing package, the Volkswagen Beetle – or Bug – revolutionized the very perception of what a car could be, and spurred a desire for small, compact and fuel-efficient automobiles.

VOLKSTIE $84.95

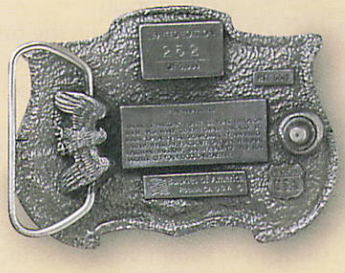
Limited Edition Buckles

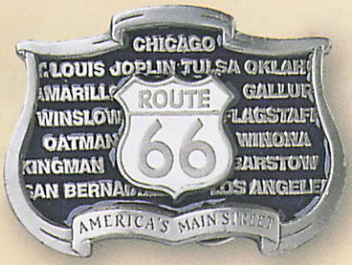
Each limited edition buckle has a serial number stamped on the back, a certificate of authenticity and includes historical details about Route 66.

Limited Edition Buckles $19.95

Limited Edition Buckles with belt $32.95

66DRVBUC





Serial number is stamped on back of each belt buckle.

66CTYBUC

CALL NOW

1(800)331-1957

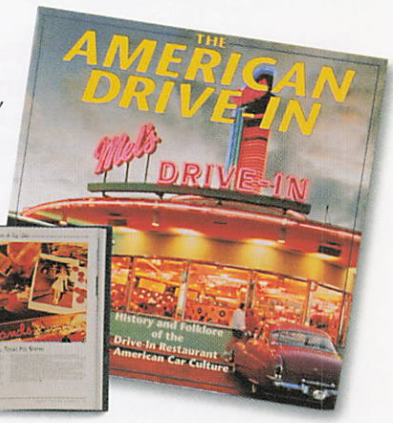
Car Culture Bookstore

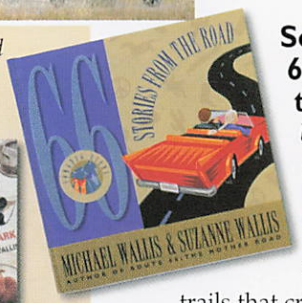
1930 Ford Model A flatbed truck at Britten Water Tower in Groom, TX.

American Drive-In *by Michael Witzel*

Drive-In restaurants were a vision of paradise on the American road. Neon lights, flashy architecture, the aroma of hamburgers, and the "cool" crowd in cruising cars all beckoned generations of Americans to enjoy. Over 200 photographs chronicle the drive-in's glory years and recent revival. *Hardcover.*

DRIVEIN $29.95



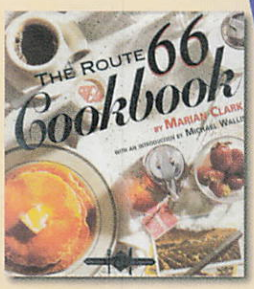


Songdog Diary - 66 Stories from the Road

by Michael Wallis and Suzanne Fitzgerald Wallis

After a lifetime of following Route 66, the Santa Fe Trail, Highway 101, and so many other trails that crisscross the great American West, bestselling author Michael Wallis and his writing partner Suzanne Fitzgerald Wallis have accumulated a wealth of lore. Here, the Wallises present 66 of their favorite stories. *Hardback*

SNGDGBK $19.95

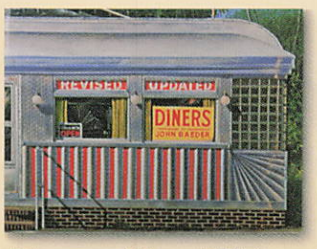


Route 66 Cookbook

by Marian Clark

From Chicago to L.A., these are the stories of Route 66's best loved eateries, along with favorite recipes. Here is the food that brought fame to hometown diners, hotel dining rooms, cafes and upscale restaurants all along the Mother Road. There's plenty of history and background information, too. *Hardcover — with an introduction by Michael Wallis*

66COOK $24.95

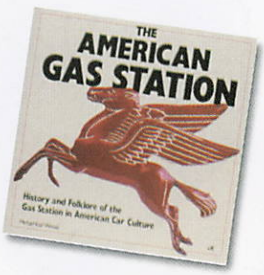


Diners - New Edition

by John Baeder

Artist John Baeder's marvelous realistic paintings of diners and his charming personal and anecdotal recollection of diner food, diner lore, and diner people capture a uniquely American roadside institution. This new edition includes 69 reproduced paintings and anecdotal recollections that will enchant even the most jaded diner fans. *Paperbook*

DNRBOOK $19.95

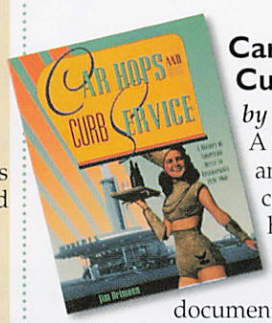


American Gas Station

by Michael Witzel

An award-winning collection of great American gas stations, nostalgia and memorabilia. This book uncovers surviving small-town stations, old-time gas pumps, classic advertising and vintage gas station collectibles. Pure Americana on every page! Perfect for collectors and those who remember what "full service" really means! Winner of the 1993 Cugnot Award of Distinction. *Hardback.*

GAS $29.95

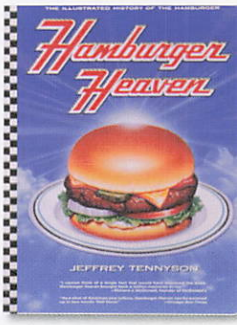


Car Hops and Curb Service

by Jim Heimann

A fascinating cultural and historical commentary on the first half of the twentieth century, Car Hops and Curb Service documents the drive-in's unique architectural contribution to the American landscape — and serves up a delicious look back at a vital period filled with swinging ponytails, shiny new automobiles, and the aroma of French fries drifting through unrolled car windows. *Paperback*

CARHOPS $17.95

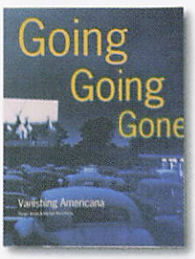


Hamburger Heaven

by Jeffrey Tennyson

The hamburger, born in Russia's Baltic provinces, was first thrust into the spotlight at the 1904 St. Louis World's Fair, and America's eating habits have never been the same! In HAMBURGER HEAVEN, hamburger historian Jeffrey Tennyson lovingly and lavishly chronicles the ascent of the world's most favorite sandwich. From drive-ins to drive-thrus, White Castles to the golden arches, Hamburger Heaven covers it all. Loads of color illustrations. *Paperback.*

HAMBURG $14.95



Going, Going, Gone - Vanishing Americana

by Susan Jonas and Marilyn Nissenson

Whatever happened to vinyl records? Has anyone made multiple copies with carbon paper or ordered a malted at a soda fountain recently? As the turn of the century approaches, *GOING, GOING, GONE* celebrates and eulogizes dozens of items that Americans use, see, surround themselves with, and think about daily — or did until yesterday. *Paperback.*

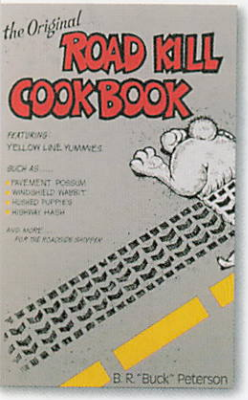
GGG $18.95

Route 66 Remembered

by Michael Witzel

ROUTE 66 REMEMBERED is a window to the way a cross-country trip used to be. More than 125 color and 75 black and white photographs transport the reader back to a time when station attendants wiped windows and checked oil, diners served real food, and vibrant neon signs promised rest, relaxation and entertainment. *Hardback.*

REMEM66 $29.95



The Original Road Kill Cook Book

by B. R. "Buck" Peterson

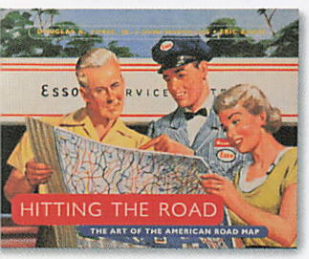
THE ORIGINAL ROAD KILL COOK BOOK is an outrageous, devastating response to the call of the open road. The perfect book for those who want to partake of Mother Nature's bounty found along the road. Not for the faint-hearted! Featuring: Yellow Line Yummies such as....Pavement Possum, Windshield Wabbit, Hushed Puppies and Highway Hash. *Paperback*

KILL $4.95

Roadfood *by Jane and Michael Stern*

Hungry? No need to settle for franchised fast foods when you can feast on the crustiest skillet-fried chicken, four-star hot fudge sundaes, and blue-ribbon apple pie — in small towns, in city neighborhoods, and long interstates. The all-new, updated and expanded edition of the classic guide to America's best diners, small-town cafes, BBQ joints, and other very special eateries serving great, inexpensive, regional food. A "must have" item for every Car Culture enthusiast's glovebox by two of Gourmet magazine's writers. *Paperback.*

RDFOOD $16.00

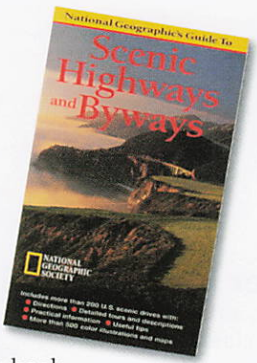


Hitting The Road - The Art of the American Road Map

by Douglas A. Yorke, Jr. and John Margolies

Get away from it all with Hitting the Road, a vibrant and colorful journey through the creation, development, and eventual demise of the free oil-company road map. With over 200 magnificent renderings of America's scenic beauty, period architecture, and zooming, vintage motor cars, these road maps recall the history of our abiding love affair with the automobile — and chart our course back to a time when the open road led to freedom, excitement, and adventure. *Paperback*

HITRD $18.95



National Geographic's Guide to Scenic Highways & Byways

"In the current age of global living and virtual reality, many of us are ready to slow down and step backward a little in time. And nothing seems to bring the world back to a personal dimension better than a drive down these scenic highways and byways." This touring book includes more than 200 U.S. scenic drives all across America with directions, detailed tours and descriptions, practical information, useful tips and more than 500 color illustrations and maps. *Paperback*

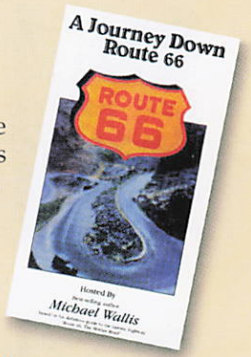
NATGEO $21.95

Collectible Videos

Driving Passion

Get behind the wheel with a four tape series that spans more than 100 years of automotive history. Start with the birth of the automobile — the early prototypes and the first classic era of the 20's and 30's. Revisit Detroit's "Golden Age" when the names T-bird and Corvette caused hysteria and excitement, just like the Prowler and Viper do today. The Journey concludes with a glimpse into what lies ahead. This set will inform and entertain any road enthusiast! Comes in its own attractive storage case. **DRVPASVD $54.95 fullset**

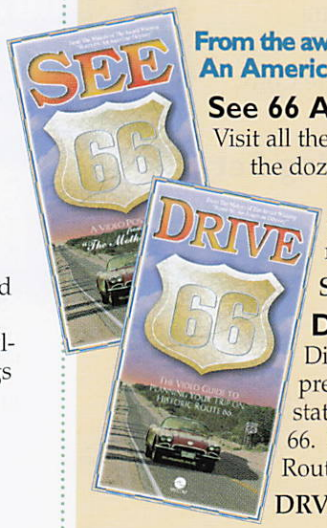
TAPE ONE - The Birth of the Automobile
TAPE TWO - Americans Take to the Road in Style
TAPE THREE - The " Golden Age" of Detroit
TAPE FOUR - The Fast Track to the Future.



A Journey Down Route 66 Video

Award-winning author Michael Wallis, takes us on this cross-country adventure along Route 66. We'll revisit the tourist spots and quaint motels, unique people and places he made famous in his best-selling book about America's Main Street. 90 min. VHS format

66JOURVD $21.95 *PAL video format also available for an extra charge of $2.*



From the award-wining makers of Route 66: An American Odyssey comes two new videos:

See 66 A Video Postcard

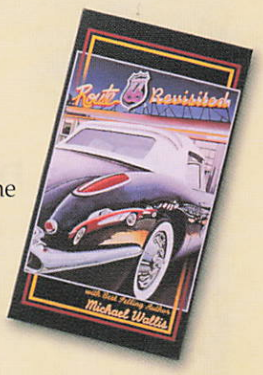
Visit all the greatest attractions along Route 66 and enjoy the dozens of fun and nostalgic places along the Mother Road. This "Video Postcard" is a perfect gift for the 66 buff and those who have never experienced the Main Street of America.

SEE66VD $9.95

Drive 66 Video

Directed by John Paget, "The Mother Roads" premier filmmaker, Drive 66 is the first state by state video guide to getting your kicks along Route 66. Drive 66 helps you plan your trip along historic Route 66!

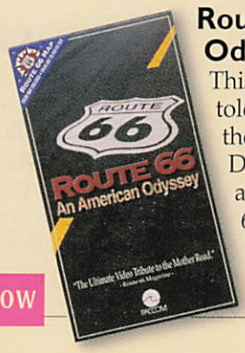
DRV66VD $14.95



Route 66 Revisited Video

Best selling author and highway historian, Michael Wallis, explores his favorite spots along "Old 66." We'll visit Arizona's biggest log cabin known as "The Zoo", Kingman's classic car show, the El Rancho Hotel "where the stars stayed," and much more!

REVISVD $19.95



Route 66: An American Odyssey Video

This critically acclaimed Route 66 documentary is told in ten engaging chapters, including Building the Road, Grapes of Wrath, End of an Era, and Dawn of a New Beginning. "Glorious! Highly and heartily recommended." Motor Trend 60 min VHS format

RDTRIPVD $24.95 *PAL video format also available for an extra charge of $2.*

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Home, home on the road...

The images on our Cruisin' Classics Mugs are carefully detailed for authenticity and accuracy.

Cruisin' Classics Mugs

Cruise back to the '50s and '60s with this classic car collection of coffee mugs. Each mug features a Lucinda Lewis photo and nostalgic captions that memorialize car hops and "Rock Around the Clock!" Six classic designs for those who appreciate fast times and hot cars!

A. 1964 Ford Mustang
64MSTMUG $8.95

B. 1957 Chevrolet Bel Air
57BELMUG $8.95

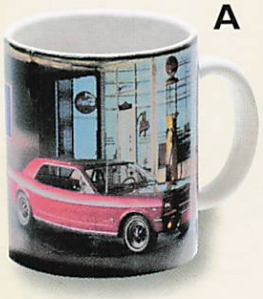
C. 1956 Ford Thunderbird
56TBMUG $8.95

D. 1955 Chevrolet Bel Air
55BELMUG $8.95

E. 1957 Chevrolet Corvette
57VETMUG $8.95

F. 1960 Chevrolet Corvette Conv.
60VETMUG $8.95

A



B

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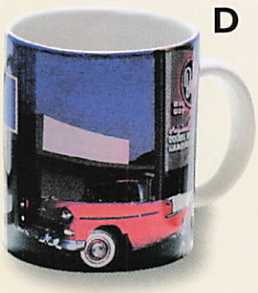


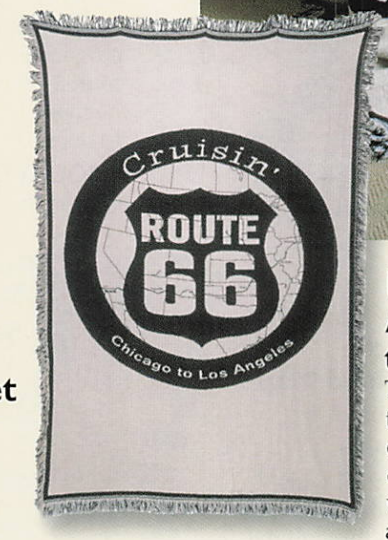
E

F

SPECIAL Four Mug Set

Choose any four mugs.
Please list your choices.

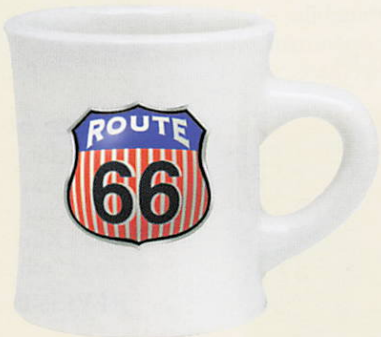
MUGSET1 only $31.95



Route 66 Throw Blanket Available for the first time!

This beautifully woven 100% cotton throw blanket will keep away the chill of the open road. Cruise in your convertible all year round and stay warm in style. Perfect for any outdoor activity or for the home, this large 46"x 67" blanket is beige with black emblem and black and beige fringe trim.

66THROW $69.95



Route 66 Diner Mug

These heavy ceramic, authentic diner mugs bear our classic red, white and blue Route 66 logo. This special shield, developed for Car Culture, reminds you of America's greatest highway while savoring that perfect cup of Joe.

DNRMUG $8.95

The Shield that Guided Millions

This is it - the authentic Route 66 highway shield. Made of heavy 16 gauge steel, this deep embossed, baked enamel shield will stand up to the harshest weather conditions. Whether you mount it in your garage or in your home, the 66 shield always makes you feel like cruising the Mother Road.

66SHIELD $64.95

Burma-Shave™

Burma Shave Deluxe Gift Set:

Shaving mug, brush & soap.

Beginning more than 70 years ago, a coast to coast network of quaint country road signs, featuring humorous verses, touted the virtues of Burma Shave. Today, the engaging roadside messages may be history, but the memory lingers. And so it is with great pleasure that we return Burma Shave to its proper place on the American face.

This nostalgic shaving kit is designed to take old pros back to younger years, and to offer newcomers the opportunity to experience the smoothest, most comfortable shave possible - a good old fashioned hot lather shave. Kit includes shaving brush with 100% natural bristles, a handsome Burma-Shave Mug, and a cake of high-quality, mildly scented Burma-Shave Soap, all packaged in a great decorative tin!

BURMADEL $17.95

Burma Shave Collector Razor

Shave with a legend! The Burma Shave Moving Blade Razor brings 21st Century technology to the classic shave. A weighted, metal handle adds to the precision of your shaving experience. It is a perfect compliment to the Burma Shave collectors tin! Includes one razor and two cartridges.

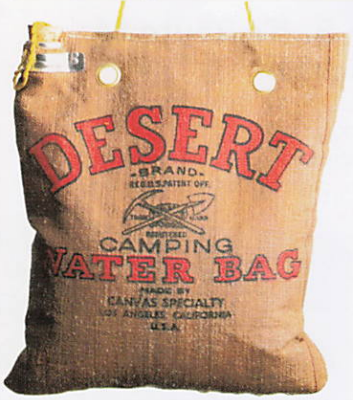
BURMRZR $8.95

Burma Shave Cartridge Refill.
Five cartridge refills.

BURMRR $5.95

Burma Shave Soap Refill.
Six classic soap cakes.

BURMSR $7.95

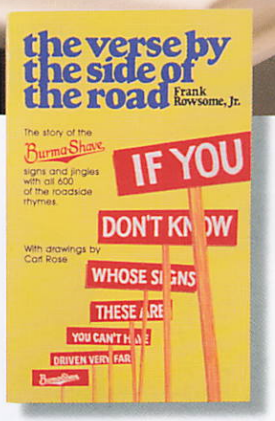


PAST
SCHOOLHOUSES
TAKE IT SLOW
LET THE LITTLE
SHAVERS GROW
BURMA-SHAVE

Desert Water Bag

Countless travelers survived numerous desert crossings armed with these water bags tied to their car bumpers. We combed the country looking for a manufacturer still producing the genuine article. Woven of extra heavyweight flax imported from Scotland, and made in the USA, these DESERT WATER BAGS will sweat, cooling the water inside through the process of evaporation.

BAG $17.95


the verse by the side of the road
Frank Rowsome, Jr.
The story of the Burma-Shave signs and jingles with all 600 of the roadside rhymes.
With drawings by Carl Rose
IF YOU
DON'T KNOW
WHOSE SIGNS
THESE ARE
YOU CAN'T HAVE
DRIVEN VERY FAR

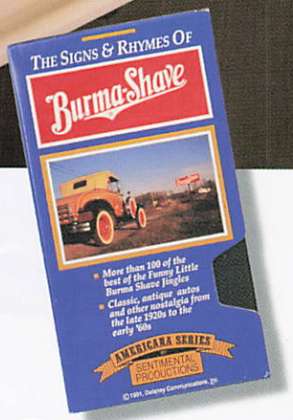
The Verse By The Side of The Road —

The Story of the Burma-Shave Signs and Jingles by Frank Rowsome, Jr.

Get the full story on the Burma Vita Co. that made Burma Shave roadside jingles the most famous outdoor advertising venture ever. Includes 600 jingles from the actual billboard campaign used throughout our nation's early motoring history and includes an introduction by **Bob Dole** who contributed his own jingle about having been touched by the Burma-Shave brush:

IN POLITICS
IT'S ALWAYS SAFER
NOT TO MAKE WAVES
IT'S NOT MY STYLE
I'VE HAD SOME CLOSE SHAVES

BURMBOOK *(Paperback)* $9.95


THE SIGNS & RHYMES OF
Burma-Shave
More than 100 of the best of the Funny Little Burma Shave Jingles
Classic, antique autos and other nostalgia from the late 1920s to the early '60s
AMERICANA SERIES
SENTIMENTAL PRODUCTIONS

The Signs and Rhymes of Burma Shave

This historic video traces the brilliant ad campaign of the Burma-Vita Co. For years, American travelers were entertained with their commercial jingles as they sped along highways and byways. Relive those travels with more than 100 jingles and other nostalgia from the '20s to the '60s.

BURMVD $29.95

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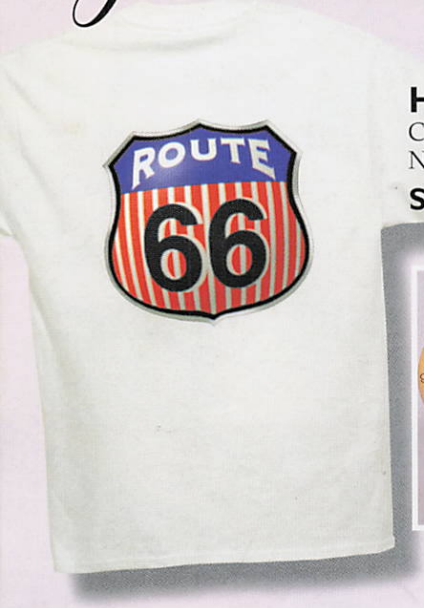
Just in time for Summer!



Hot Tees for your hot road trip!

Choose from four exciting designs including our NEW Rt. 66 Shield Design!

See page 8.

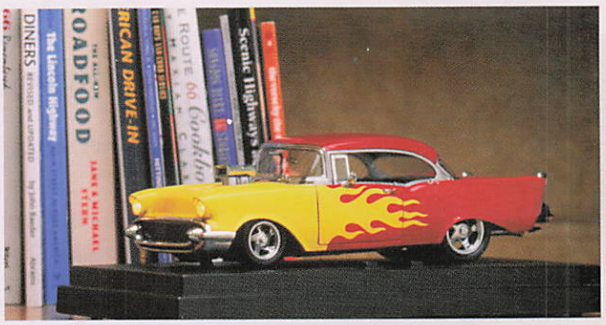
A Watch for the road!

NEW wrist watches display the time in the style you love best!

See page 8.

Your satisfaction is 100% Guaranteed!

We guarantee your complete satisfaction... no matter what! You may return any purchase for any reason, no questions asked!



NEW!

Hot Rod that Shakes and Rattles!

Complete with lighting lights and street rod sounds!

See page 9

WOW! Plan your trip with the Route 66 Driving CD-ROM!!

Experience the wonder and excitement of the Mother Road from your desktop computer.! Sold below as part of the Computer Buff's Route 66 Trip Planner Package, or by itself on page 6.

CAR CULTURE® CATALOG 1997

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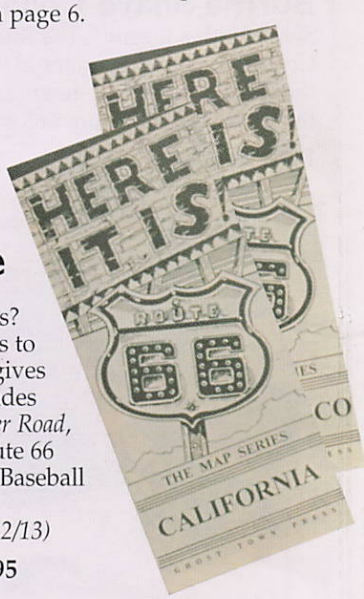
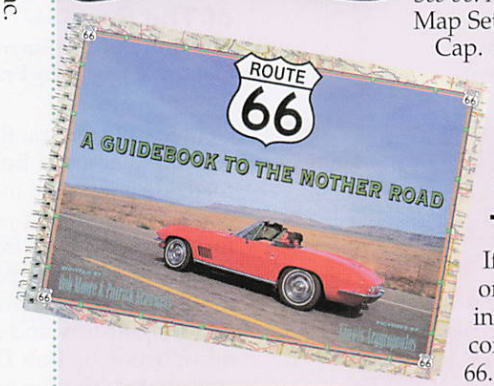
Save over 15% on the Car Culture Route 66 Trip Planner Package

Planning the trip of your dreams? The best way to get your kicks is to be prepared...and this package gives you everything you need. Includes *Route 66: Guide Book to the Mother Road*, *See 66: A Video Postcard*, The Route 66 Map Set, and the new Route 66 Baseball Cap. A $63.80 total value.

(See page 8/9 and page 12/13)

TRVLPKG only $52.95

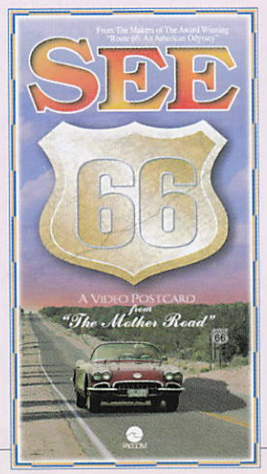


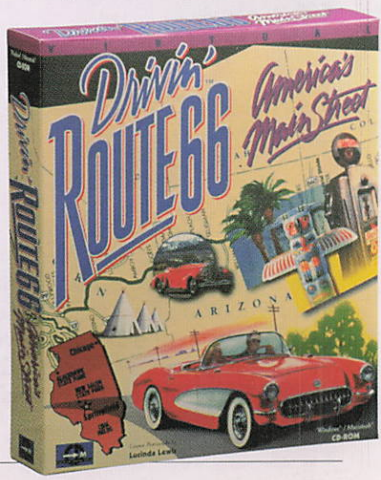


The Computer Buff's Route 66 Trip Planner Package

If you have a computer CD with Windows™, or a MAC, this is the package for you! It features our incomparable Route 66 Driving CD-ROM, a dazzling compendium of the places, people and sounds of Route 66. Also includes The Route 66 Map Set, and the new Route 66 Baseball Cap. A $58.85 total value...You SAVE almost $10! *(See pages 8/9 and 12/13)*

CTRVLPKG only $49.95





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http://route66kicks.com

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